

Calendar of Health Events

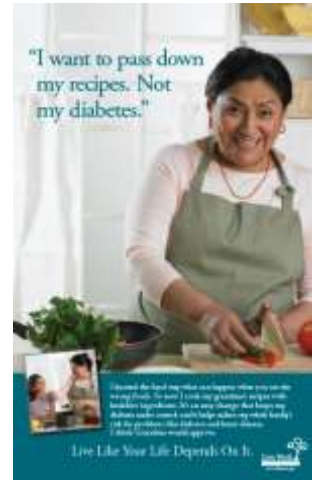
Promote the *Live Like Your Life Depends On It* campaign monthly by incorporating campaign materials into monthly theme activities.

March

March 24, 2009, American Diabetes Alert Day

The American Diabetes Alert Day is a one-day, “wake-up” call to inform the American public about the seriousness of diabetes. It is observed on the fourth Tuesday of every March. The American Diabetes Association encourages people to take the [diabetes risk test](#) and find out if they are at risk for developing diabetes. The risk test requires users to answer seven simple questions about weight, age, lifestyle and family history--all potential risk factors for diabetes. People scoring 10 points or more are at a high risk for type 2 diabetes and are encouraged to see a health care professional for further evaluation.

Nearly 24 million Americans have diabetes, but almost one-fourth of them do not know they have it. In 2007, almost 360,000 Missourians reported they had diabetes. When you compare that to only 337,000 Missourians reporting diabetes in 2005, you can see that diabetes is a fast growing public health problem. For many, the diagnosis for diabetes may come seven to ten years after the onset of the disease. Therefore, early diagnosis is critical to successful treatment and delaying or preventing some of its complications such as heart disease, blindness, kidney disease, stroke, amputation and death.



Suggested Activities:

- Ask local barber and beauty shops to display the *Live Like Your Life Depends On It* Diabetes poster in their shops to promote American Diabetes Alert Day. Provide them with copies of the diabetes risk test to distribute to their clients. A printable version of the diabetes risk test can be found at <http://ndep.nih.gov/ddi/resources/risktest.pdf>.
- Promote American Diabetes Alert Day at senior centers by displaying the *Live Like Your Life Depends On It* Diabetes poster and making available copies of the diabetes risk test. A printable version of the diabetes risk test can be found at <http://ndep.nih.gov/ddi/resources/risktest.pdf>. Consider also showing a diabetes video at the senior centers. Diabetes videos can be loaned at no charge from the Missouri Department of Health and Senior Services Audio Visual Program. A list of diabetes videos available can be found at <http://www.dhss.mo.gov/diabetes/DiabetesVideos.pdf>. An order form and ordering directions can be found at <http://www.dhss.mo.gov/warehouse/AudioVisualCatalog.htm>.
- Ask a local newspaper to promote American Diabetes Alert Day by publishing a shortened version of the diabetes risk test. Provide a list of sites where individuals without insurance can go to get tested and treatment if they score 10 or higher on the risk test. This could include the local public health agency or a local federally qualified health center (FQHC).

[Click here](#) to locate an FQHC in your area. Also include a link to the *Live Like Your Life Depends On It* website at <http://lifedependsonit.com/> for helpful information on lifestyle behaviors that can keep the risk for diabetes low.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on American Diabetes Alert Day	For more information on Diabetes
<p>American Diabetes Association www.diabetes.org/communityprograms-and-localevents/american-diabetes-alert.jsp</p> <p>Local Chapters:</p> <p>Joplin P.O. Box 4995 Joplin, MO 64802 417-624-8455</p> <p>Kansas City Area 10580 Barkley, Suite 400 Overland Park, KS 66212 913-383-8210 913-383-2319 Fax</p> <p>Mid-Missouri P.O. Box 1013 Columbia, MO 65205-1013 573-443-8611</p> <p>Springfield Area 1944-A East Sunshine Springfield, MO 65804 417-890-8400 417-890-8484 Fax</p> <p>St. Louis Area 10820 Sunset Office Dr., Suite 220 St. Louis, MO 63127 314-822-5490 314-822-5479 Fax</p>	<p>Missouri Diabetes Prevention and Control Program Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 800-316-0935 Toll Free www.dhss.mo.gov/diabetes/</p>

National Nutrition Month March 2009 theme is "Eat Right"

National Nutrition Month® is a nutrition education and information campaign created by the American Dietetic Association. The campaign is designed to focus attention on the importance of making informed food choices and developing sound eating and physical activity habits. March is a great time to urge Missourians to eat more fruits and vegetables to maintain good health. When it comes to fruits and vegetables, more really does matter. Research shows that increased daily consumption of fruits and vegetables may help prevent many chronic diseases.

Suggested Activities:

- Ask a local newspaper to promote National Nutrition Month® by publishing the *Live Like Your Life Depends On It* Make the Choice to Eat Smart newsletter article. This could be supplemented by publishing a Nutrition Tip of the Day during the month of March. Consider including those related to diabetes to support American Diabetes Alert Day and related to colorectal cancer to support National Colorectal Cancer Awareness Month. An archive of Tips of the Day can be found on the American Dietetic Association website at http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/home_4602_ENU_HTML.htm.



- Schedule a local registered dietitian to give a presentation at a local library, church group or community center. Presentation topics could include tips on including more fruits and vegetables in meals and snacks, food portion sizes, reading food labels, and increasing physical activity using items available around the house. Use the *Live Like Your Life Depends On It* Eat Smart or Eating Healthy poster to promote the event.
- Work with a local grocery store to promote National Nutrition Month® activities, such as a nutrition booth staffed by registered dietitians who can answer questions on nutrition or development of a healthy food items shopping list. Activities could include a food drive for a local food pantry that encourages customers to donate nutritious foods. Use the *Live Like Your Life Depends On It* Eat Smart or Eating Healthy poster or Eat Smart radio spots to promote the activities.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on National Nutrition Month	For more information on Nutrition
<p>American Dietetic Association 120 South Riverside Plaza, Suite 2000 Chicago, IL 60606-6995 800-877-1600 Ex 4771 312-899-0040 312-899-4739 Fax www.eatright.org/cps/rde/xchg/ada/hs.xsl/NNM_2007_ho_me.htm</p> <p>Missouri Dietetic Association P.O. Box 1225 101 E. High Street, Suite 200 Jefferson City, MO 65102 573-636-2822 573-636-9749 Fax www.eatrightmissouri.org/</p>	<p>Health Promotion Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 www.dhss.mo.gov/fruitsandveggies/ www.dhss.mo.gov/Nutrition_Everyone/ Patricia Kramer, MS, RD, LD, Nutrition Coordinator</p> <p>United States Department of Agriculture www.mypyramid.gov/</p>

National Colorectal Cancer Awareness Month

National Colorectal Cancer Awareness Month began in 2000 when the Prevent Cancer Foundation, the American Society for Gastrointestinal Endoscopy, the Foundation for Digestive Health and Nutrition and the National Colorectal Cancer Roundtable joined forces to bring about colorectal cancer awareness. Over 57 other collaborating organizations joined forces to raise awareness year-round, particularly during March. All across the nation, organizations sponsor activities to bring the public information about colorectal cancer. The goal is to increase awareness that colorectal cancer is largely preventable, treatable and beatable. Everyone should be tested for colorectal cancer at age 50. If there is a family history of colorectal cancer, testing should be done at an earlier age.

Colorectal cancer is cancer of the colon and/or rectum. It is equally common in both men and women. In the United States, 153,760 cases were estimated to be diagnosed in 2007, and 52,180 people projected to die of the illness. Alaska



Natives and American Indians, African-Americans and Hispanics are more likely to be diagnosed with colorectal cancer in advanced stages. As a result, the percentage of minorities who die of colorectal cancer is higher than for Caucasians. It is one of the most easily prevented cancers because it can develop from polyps that can be removed before they become cancerous.

Suggested Activities:

- Schedule a local health care provider or health educator to give a colorectal cancer awareness presentation at a local library, church group, or senior center. Use the *Live Like Your Life Depends On It* Exam Table message card or Exam Table 2 poster to promote the event. Distribute the *Live Like Your Life Depends On It* Screening Card at the presentation to promote other important health screenings. The activity could include a registered dietitian to provide information on how a low-fat diet, high in vegetables and fruits can help reduce the chances of getting colorectal cancer.
- Ask the local newspaper to promote National Colorectal Cancer Awareness Month by publishing the *Live Like Your Life Depends On It* Get Health Screenings newsletter article that promotes important health screenings. If publishing in the St. Louis metropolitan area, include information on free colorectal cancer screening available through the Missouri Screen For Life (MSFL) colorectal screening program. The MSFL program is a Centers for Disease Control and Prevention demonstration project that focuses on colorectal cancer screening in St. Louis. More information on the MSFL program can be found at <http://www.dhss.mo.gov/ColorectalCancer/MissouriScreenForLife.html>.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on National Colorectal Cancer Awareness Month	For more information on Colorectal Cancer				
<p>Cancer Research and Prevention Foundation 1600 Duke Street, Suite 500 Alexandria, VA 22314 800-227-2732 877-352-6566 Materials Ordering 703-886-4413 Fax www.preventcancer.org/colorectal3c.aspx?id=1048&terms=colorectal+cancer+month</p> <p>American Cancer Society www.cancer.org/docroot/PAR/Content/PAR_4_1_Daffodils_Your_Dollars_at_Work.asp</p> <p>Local Offices:</p> <table> <tr> <td>Cape Girardeau 106 Farrar Drive, Suite 104 Cape Girardeau, MO 63701 571-334-9197 571-334-5115 Fax</td><td>Joplin 2700 McClelland Blvd Bldg. A, Suite 110 Joplin, MO 64804 417-627-7500 417-782-2348 Fax</td></tr> <tr> <td>Chillicothe 2881 Grand Drive, Suite B Chillicothe, MO 64601 660-707-0547 660-646-5238 Fax</td><td>Sikeston 201 N. New Madrid Sikeston, MO 63801 573-471-1823 573-471-1371 Fax</td></tr> </table>	Cape Girardeau 106 Farrar Drive, Suite 104 Cape Girardeau, MO 63701 571-334-9197 571-334-5115 Fax	Joplin 2700 McClelland Blvd Bldg. A, Suite 110 Joplin, MO 64804 417-627-7500 417-782-2348 Fax	Chillicothe 2881 Grand Drive, Suite B Chillicothe, MO 64601 660-707-0547 660-646-5238 Fax	Sikeston 201 N. New Madrid Sikeston, MO 63801 573-471-1823 573-471-1371 Fax	<p>Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2845 573-522-2899 Fax www.dhss.mo.gov/ColorectalCancer/</p>
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Columbia 1900 N. Providence Suite 105 Columbia, MO 65202 573-443-1496 573-442-9955 Fax	Springfield 3322 S. Campbell Ave., Suite P Springfield, MO 65807 417-881-4668 417-881-7955 Fax
Hannibal 2910 St. Mary's, Suite 1 Hannibal, MO 63401 573-221-4660 573-221-3326 Fax	St. Louis 4207 Lindell Blvd. St. Louis, MO 63108 314-286-8100 314-286-8160 Fax
Jefferson City 2413 Hyde Park Rd. Jefferson City, MO 65109 573-635-4821 573-635-7821 Fax	

Observances pulled from National Health Information Center's 2008 National Health Observances at <http://www.healthfinder.gov/nho/default.aspx>.